

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Greer Margolis Mitchell Burns
Attention: Accounts Payable
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
941379-1	08/19/12	August 2012	07/30/12 - 08/16/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED B	1596

Flight Dates	Order #	Alt Order #
08/11/12 - 08/16/12	941379	07896510

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/13/12	08/16/12	NBC Today Show	7-9am	MTWT---	:30	2	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Tu	08/14/12	8:30 AM	NBC Today Show	7-9am	:30	OFA12A091H	\$800.00	NM
2 WXII	Th	08/16/12	8:49 AM	NBC Today Show	7-9am	:30	OFA12A091H	\$800.00	NM
2	08/11/12	08/11/12	WXII 12 Sa/Su News at 6-8am		-----S-	:30	1	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S-	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Sa	08/11/12	6:10 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	OFA12A091H	\$300.00	NM
3	08/13/12	08/16/12	Live with Regis & Kelly	9-10AM	MTWT---	:30	2	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WXII	Tu	08/14/12	9:57 AM	Live with Regis & Kelly	9-10AM	:30	OFA12A091H	\$250.00	NM
1 WXII	W	08/15/12	9:23 AM	Live with Regis & Kelly	9-10AM	:30	OFA12A091H	\$250.00	NM
4	08/13/12	08/16/12	NBC Today Show II	10A-12N	MTWT---	:30	2	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WXII	Tu	08/14/12	10:57 AM	NBC Today Show II	10A-12N	:30	OFA12A091H	\$100.00	NM
1 WXII	W	08/15/12	10:59 AM	NBC Today Show II	10A-12N	:30	OFA12A091H	\$100.00	NM
5	08/13/12	08/16/12	M-F WXII 12 News @ No:12-1pm		MTWT---	:30	2	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WXII	W	08/15/12	12:29 PM	M-F WXII 12 News @ Noon	12-1pm	:30	OFA12A091H	\$300.00	NM
1 WXII	Th	08/16/12	12:56 PM	M-F WXII 12 News @ Noon	12-1pm	:30	OFA12A091H	\$300.00	NM
6	08/13/12	08/16/12	M-F 1-2P	1-2P	MTWT---	:30	2	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									

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Advertiser	Product	Estimate Number	
Obama/D/President	SKED B	1596	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/13/12	08/16/12	M-F 1-2P Class of Time - Immediately Pre-emptible without notice	1-2P	MTWT---	:30	2	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	08/14/12	1:59 PM	M-F 1-2P	1-2P	:30	OFA12A091H	\$400.00 NM
2	WXII	Th	08/16/12	2:00 PM	M-F 1-2P	1-2P	:30	OFA12A091H	\$400.00 NM
7	08/13/12	08/16/12	ANDERSON COOPER 2-3P Class of Time - Immediately Pre-emptible without notice	2-3P	MTWT---	:30	2	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Tu	08/14/12	2:48 PM	ANDERSON COOPER	2-3P	:30	OFA12A091H	\$100.00 NM
1	WXII	W	08/15/12	2:59 PM	ANDERSON COOPER	2-3P	:30	OFA12A091H	\$100.00 NM
8	08/13/12	08/16/12	M-F 3-4P Class of Time - Immediately Pre-emptible without notice	M-F 3-4P	MTWT---	:30	2	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Tu	08/14/12	3:29 PM	M-F 3-4P	M-F 3-4P	:30	OFA12A091H	\$250.00 NM
1	WXII	W	08/15/12	3:56 PM	M-F 3-4P	M-F 3-4P	:30	OFA12A091H	\$250.00 NM
9	08/13/12	08/16/12	M-F WXII 12 News @ 5 p 5-6pm Class of Time - Immediately Pre-emptible without notice	5-6pm	MTWT---	:30	2	\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Tu	08/14/12	5:56 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	OFA12A091H	\$700.00 NM
1	WXII	W	08/15/12	5:36 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	OFA12A091H	\$700.00 NM
10	08/13/12	08/16/12	M-F WXII 12 News @ 6 p 6-630pm Class of Time - Immediately Pre-emptible without notice	6-630pm	MTWT---	:30	2	\$1,100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	W	08/15/12	6:27 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	OFA12A091H	\$1,100.00 NM
1	WXII	Th	08/16/12	6:12 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	OFA12A091H	\$1,100.00 NM
11	08/12/12	08/12/12	Su WXII 12 News @ 6 pm 6-630pm Class of Time - Immediately Pre-emptible without notice	6-630pm	-----S	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	08/12/12	6:21 PM	Su WXII 12 News @ 6 pm	6-630pm	:30	OFA12A091H	\$500.00 NM
12	08/13/12	08/16/12	Inside Edition Class of Time - Immediately Pre-emptible without notice	7-730pm	MTWT---	:30	2	\$1,100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	08/14/12	7:22 PM	Inside Edition	7-730pm	:30	OFA12A091H	\$1,100.00 NM
2	WXII	Th	08/16/12	7:26 PM	Inside Edition	7-730pm	:30	OFA12A091H	\$1,100.00 NM
13	08/13/12	08/16/12	Entertainment Tonight Class of Time - Immediately Pre-emptible without notice	730-8pm	MTWT---	:30	2	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWT---	2	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	08/14/12	7:47 PM	Entertainment Tonight	730-8pm	:30	OFA12A091H	\$900.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at: www.hearsttelevision.com/for_advertiser

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13	08/13/12	08/16/12	Entertainment Tonight	730-8pm	MTWT---	:30	2	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	W	08/15/12	7:41 PM	Entertainment Tonight	730-8pm	:30	OFA12A091H	\$900.00 NM
14	08/13/12	08/16/12	M-Su WXII 12 News @ 11	11-1135pm	MTWT---	:30	2	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/13/12	08/19/12	MTWT---	2	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	08/14/12	11:10 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	OFA12A091H	\$800.00 NM
2	WXII	W	08/15/12	11:23 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	OFA12A091H	\$800.00 NM
Total Spots							26		

Gross Total \$14,400.00

Agency Commission \$2,160.00

Net Amount Due \$12,240.00

Payment Terms 30 Days